

EFFICIENT AND EFFECTIVE EMAIL DECISION TREE

Does this email add value: new, important, or timely content?

Yes: What is its purpose?

No: Do not send 😊

Tell.

Send **brief email**: no reply needed. 😊

Ask.

Could online sources provide the answer?

Yes

Ask a **device**: no one inconvenienced. 😊

No

Is your question simple (who, when, where, etc.)?

Yes

Ask lowest-ranking person who may know.

Send a **brief email**: simple reply needed. 😊

No

Multiple issues make long emails. Choose option that best serves your reader:

Send a **separate email** for each issue: simplify forwarding, filing, and thread management. 😊

Schedule a **call or appointment**: expedite discussion and decisions. 😊

Send a **longer email**: may risk TLDR (too long; didn't read). 😞

GENERAL TIPS

No more than 250 words per email. For additional content, use attachments or links. Minimize the need for responses. Send to the fewest possible people. Avoid "Reply all."